

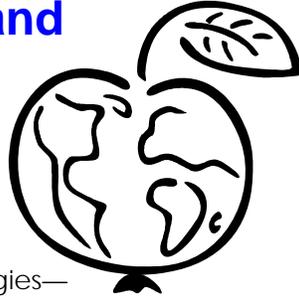
# NH Fruit & Veggie News

Promoting fruits and vegetables for better health in New Hampshire

Americans can "Explore the World with Fruits and Vegetables" during National Fruits & Veggies—More Matters™ Month this September.

## Explore the World with Fruits and Vegetables

This September, Americans can "Explore the World with Fruits and Vegetables" during National Fruits & Veggies—More Matters™ Month.



Health educators can promote the month-long celebration in all activities – with consumers and the media. To support this special month, which replaces National 5 A Day Month, the Centers for Disease Control and Prevention (CDC) has developed resources for planners including:

- Media outreach templates
- A background paper on cultural diversity

New consumer resources include:

- A brochure
- Recipe cards
- Quiz sheets for children
- A poster

For more information about the CDC-developed media and consumer resources, phone 271-4830 or email [fruitsandveggies@dhhs.state.nh.us](mailto:fruitsandveggies@dhhs.state.nh.us).

## Correction

On page 2 of the previous issue of **NH Fruit & Veggie News** an incorrect link was given for locating locally grown produce. The correct address follows.

To learn more about locally grown produce and where to buy it, try these publications at the NH Dept of Agriculture, Markets & Foods website <http://agriculture.nh.gov/publications/index.htm>

- NH Farmers' Market Directory
- NH Farm Stand Directory
- NH Harvest-Your-Own Guide

## Free Resources

Here are two resources that will help you plan fruit and vegetable promotions.

### 1. [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)

- An [Interactive Planner](#) on the home page provides your fruit and vegetable recommendation based on age, gender and activity level.
- [Fruit & Vegetable of the Month](#) provides shopping, storage, nutrition and cooking info and recipes for 72 fruits and veggies.
- Tips for eating more fruits and veggies at [breakfast](#), [lunch](#), [dinner](#), and [snacks](#).
- [Publications](#) for consumers and professional can be downloaded. Some titles are also available in bulk supply from the NH Fruit and Vegetable Program – see page 3.
- [Fruit and Vegetable Intake Data](#) for every state in the nation.

### 2. [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)

- For bulletin boards and newsletters, select from over 100 tips all about [cooking](#) and [planning and shopping](#).
- [Kid-Friendly Recipes](#)
- [Supermarket Scavenger Hunt](#) game
- Coloring pages:
  - [5 fun and educational pages](#)
  - [4 pages that teach what a cup of fruits or veggies looks like](#)
  - [Tracker and Shopping Planner](#) (4 pages) includes a Fruit & Veggie Eater Meter, a certificate, and other fun activities for kids.

Fall 2007

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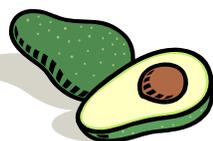
## Knock! Knock!

The ever-popular Knock! Knock! Bookmarks have been updated with the new program name, logo, and messaging. To place an order for the set of 60 jokes, use the order form on page 3 or send an email to the program at [fruitsandveggies@dhhs.state.nh.us](mailto:fruitsandveggies@dhhs.state.nh.us).

# Explore the World with Fruits & Veggies

Americans enjoy food from all over the world. To bring those flavors to your kitchen, add a few new fruits, vegetables, spices, and herbs.

**Avocados** Avocados are enjoyed in North and South America. Use in sandwiches and salads or mix with cilantro, salsa, and tomatoes for an easy guacamole.



**Basil** This herb is used in Italian and Thai foods – and foods of many other countries. Add fresh or dried basil to sauces, soups, and stir-fries.

**Chick Peas (Garbanzo Beans)** These legumes are a protein source in many Middle Eastern and Indian dishes. Use in soups, salads, and bean dishes.

**Chili Peppers** Chili peppers are used in Mexican, Indian, Thai, Spanish and many other cuisines around the world. Spice up any meal with a pinch of chili peppers.



**Cilantro** Cilantro's fresh flavor complements hot foods. This makes it great in spicy Asian, Latin American, and Caribbean dishes. Toss with lime, onion, and tomatoes for a quick *pico de gallo* (salsa).



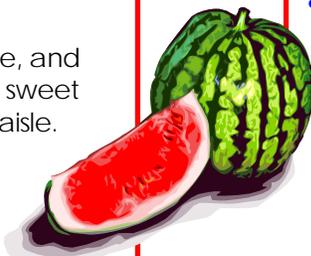
**Curry Powder** Common in Indian dishes, curry powder is a mix of spices – coriander, cumin, turmeric, fenugreek, ginger, garlic, nutmeg, and red pepper. Different curries have special spice blends. Use curry powder to season vegetables such as peas, squash, potatoes, broccoli, or spinach.

**Eggplant** This hearty vegetable is enjoyed throughout Europe, the Middle East, Asia, the United States. It can be stewed, roasted, mashed, or stuffed with meat or vegetables and baked. Try grilled eggplant in pasta dishes or roasted vegetable sandwiches.



## Try Something New

- Boil edamame (green soy beans), drain, and sprinkle with a pinch of salt or dash of soy sauce as they do in Japan. Find edamame in the freezer aisle.
- Mix jicama with watermelon, lime juice, and fresh cilantro for a refreshing Mexican sweet treat. Look for jicama in the produce aisle.
- Use tomatillos instead of tomatoes for a Latin surprise. Find them in the produce aisle.



**Garlic** A staple in many cuisines, garlic's sharp flavor works in many foods. Sauté with vegetables or add to sauces and soups. The flavor gets milder as it cooks.



**Ginger** Peppery and slightly sweet, ginger is used in many Asian and Indian dishes. Use fresh gingerroot in stir-fries, salad, dressings, and steamed vegetables. Choose ginger powder for baked goods.



**Hoisin Sauce** Also known as Peking sauce, Hoisin sauce is used mainly in Chinese cooking. Add to vegetable stir-fries and rice dishes.

**Italian Seasoning** Italian seasoning is a mix of herbs – basil, oregano, marjoram, thyme, rosemary, savory, and sage. Sprinkle on potatoes, in soups, and in sauces for an Italian taste.

**Limes** Limes are often used in the Caribbean and Latin America. Use limes and lime juice to add flavor and tartness to sauces, marinades, and salad dressings.



**Mangos** Mangos are popular in tropical areas of the Caribbean, South America, Africa, and Southeast Asia. Enjoy alone or in salsas, smoothies, and tropical fruit salads. Look for them in the produce and frozen foods departments.

## Season and Spice

- Add garlic and Italian seasoning to spinach, asparagus, or artichokes to have a taste of Italy.
- Mix soy sauce, chilies, ginger, and Hoisin sauce in vegetable stir fries for a Chinese flavor.
- Flavor cauliflower, peas, potatoes, and lentils with Indian spices such as curry, cumin, and cayenne.
- Season dishes with cilantro, lime juice, and garlic to create a fiesta of Latin American flavors.





# Fruits & Veggies During Pregnancy

Eating your fruits and vegetables matters – even *before* you're born. According to new research, expectant mothers who include more fruits and vegetables in their diets during pregnancy may experience better fetal growth and pregnancy outcome.

In a study recently released in the *European Journal of Clinical Nutrition* (Knudsen, V.K. et al, March 28 2007), researchers analyzed dietary patterns of 44,612 women to identify associations between maternal diet during pregnancy and fetal growth. Three dietary patterns were identified:

- The "Health Conscious" pattern was characterized by a high intake of vegetables, fruits, poultry and fish.
- The "Western" pattern, including high amounts of red meat and high-fat dairy products.
- The "Intermediate" pattern, included foods from both patterns.

After taking into account other factors that may influence birth weight, such as smoking, mother's pre-pregnancy weight and age, researchers concluded that women in the low fruit and veggie "Western" pattern were 33 percent more likely than those in the "Health Conscious" pattern to have an infant who was small for gestational age – characterized by birth weight below the 2.5 percentile for gestational age and gender. For a copy of the study abstract, contact the NH Fruit and Vegetable Program at [fruitsandveggies@dhhs.state.nh.us](mailto:fruitsandveggies@dhhs.state.nh.us) or 271-4830.



## Order Form

### Bulk Color Publications for NH programs only (single copies for others)

- \_\_\_\_\_ **5 A Day the Color Way:** Your Guide to the Health Benefits of Colorful Fruits & Vegetables (accordion brochure)
- \_\_\_\_\_ **Get more...because more matters** (accordion brochure)
- \_\_\_\_\_ **"More Peas, Please!"** (for parents of young children)
- \_\_\_\_\_ **Three Simple Steps to Eating More Fruits and Vegetables** (easy-to-read fact sheet)

### NEW Color Publications – Single copies only

- PBH 2007 Nutrition Education Catalog** (34-pages)
- How Many Fruits and Vegetables Do You Need?** (12-pages)
- ¿Cuántas frutas y verduras necesitas tú?** (How Many Fruits and Vegetables Do You Need?) (12-pages, Spanish)
- Como más frutas y verduras en tres simples pasos** (Three simple steps to eating more fruits and vegetables)(easy-to-read Spanish fact sheet)
- Choose Smart – Choose Healthy** (8-page brochure for women of African descent)
- Why Do Fruits and Vegetables Matter to Men?** (8-page brochure for men of African descent)

### Ready-to-Copy Materials – Single copies only

- Knock! Knock! Bookmarks** (60 jokes)

For more ready-to-copy fact sheets, visit us online at [www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies](http://www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies)

Fax (271-4160) or mail this form to:  
Fruit and Vegetable Program, 29 Hazen Dr, Concord, NH 03301

Please add me to the *NH Fruit & Veggie News* list:

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- Hard copy

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Agency/School.....

Address.....

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**NH Fruit & Veggie News** is issued three times a year by the New Hampshire Fruit and Vegetable Program (formerly the NH 5 A Day for Better Health Program). Contact the program at [fruitsandveggies@dhhs.state.nh.us](mailto:fruitsandveggies@dhhs.state.nh.us) or 603-271-4830.

**National Fruit and Vegetable Partnership**

- American Cancer Society
- American Diabetes Association
- American Heart Association
- California Department of Health Services
- Centers for Disease Control and Prevention
- Culinary Institute of America
- National Alliance for Nutrition and Activity
- National Cancer Institute
- National Council of Fruit and Vegetable Nutrition Coordinators
- Produce for Better Health Foundation
- Produce Marketing Association
- United Fresh Fruit and Vegetable Association
- US Department of Agriculture

**8269**

NH Department of Health and Human Services  
Division of Public Health Services  
Nutrition and Health Promotion  
Fruit and Vegetable Program  
29 Hazen Drive  
Concord, NH 03301-6504



## African Pumpkin and Bean Soup

Serves 6 (1 cup fruits and veggies per person)

From <http://recipefinder.nal.usda.gov>

- 1 can white beans
- 1 small onion, finely chopped
- 1 cup water
- 1 can (15 ounces) pumpkin
- 1½ cups apple juice
- ½ teaspoon cinnamon
- 1/8 teaspoon nutmeg, allspice, or ginger
- ½ teaspoon black pepper
- ¼ teaspoon salt
- 1 tablespoon chives

- Blend white beans, onion, and water with a potato masher or in a blender until smooth.
- In a large pot, add the pumpkin, juice, cinnamon, nutmeg, black pepper, and salt. Stir.
- Add the blended bean mixture to the pot.
- Cook over low heat for 15-20 minutes until warmed through.

**Nutrition Facts** Serving size: 1/6 of recipe. 140 calories; 0.5g fat; 0g saturated fat; 0mg cholesterol; 30g carbohydrate; 7g dietary fiber; 7g protein; 105mg sodium.



### Quick Tip!

Cookie cutters can be used to make fun shapes out of melon slices. Kids will love experimenting – and eating their favorites!



## Caribbean Bean Salad

Serves 4 (1 cup fruit and veggies per person)

From <http://recipefinder.nal.usda.gov>

- 4 cups chopped Romaine lettuce
- 1/4 cup red onion
- 1 cup canned, drained and rinsed, black beans
- 1 peeled and diced orange
- 1 diced tomato
- 1 tablespoon olive oil
- 3 tablespoons red wine vinegar
- 1 teaspoon dried oregano
- black pepper to taste

- In a large salad bowl, toss all ingredients together.
- Serve immediately or refrigerate up to 1 hour.

**Nutrition Facts** Serving size: ¼ of recipe. 100 calories; 4g fat; 0.5g saturated fat; 0mg cholesterol; 17g carbohydrate; 6g dietary fiber; 4g protein; 270mg sodium.

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# NH Fruit & Veggie News

*Promoting fruits and vegetables for better health in New Hampshire*



## NH School Wins National Award

This March, the Dr. Crisp Elementary School (DCES) received one of eleven Produce for Better Health Foundation National Excellence Awards. School nurse, Robin Abodeely, R.N., B.S., accepted the award on behalf of the Nashua school which serves over 400 students in preschool through grade 5.

### Time to Take Action

In the spring of 2004, soda, cookies, brownies, and cupcakes were the norm for celebrations at DCES. The salad bar was tucked away and seen as an inconvenience. Robin and the principal decided it was time to take action.

The Dr. Crisp Wellness Team was formed in April 2004 with a mission to promote nutrition and fitness in a positive and educational manner. The team includes school staff, parents, and a nutrition educator from UNH Cooperative Extension. They also received input and support from Dr. Susan Lynch, wife of Governor John Lynch.

### Health Fair and Farmers' Market

They started the 2004-2005 school year by declaring DCES to be a "healthy school." Instead of banning junk food, the school community was asked to make healthy choices. The annual school Open House featured a health fair and the First Annual Farmers' Market!

### School-wide Promotions

At the beginning of the school year, every student brought home a "Healthy Snack Suggestion List" that consisted primarily of fruits and vegetables. Nutrition tips and healthy recipes were provided to families through the school newsletter. Nutrition books, games and posters were purchased with a Team Nutrition grant.

### Snack Challenge

The Wellness Team invented the "One Ingredient Snack Challenge." For one

week, students that brought in one-ingredient snacks were entered into a raffle for prizes. Hundreds of students participated. What a great way to demonstrate how easy it is to pack fruits and vegetables for a snack! In 2004, cookies and chips were the most popular snacks. Now, students can hardly wait to show off their healthy snacks! Even kindergarteners know how to read the label to determine if their drink is 100% fruit juice.

### Classroom Celebrations

Classroom celebrations are as fun as ever, but with a whole new look. Soda and cupcakes have been replaced with vegetable platters, fruit salad and 100% fruit juice.

### Everyone Got Involved

The whole school community got involved: teachers, cafeteria staff, the PTO, families, local farmers, and the city school board. Students and parents are excited to share how they have improved their lifestyles. And the salad bar? It was brought out of storage and is now used every day. The kitchen manager reports the produce order has increased by 30 percent!



### A Rewarding Experience

The Wellness Team is confident they have truly improved the school nutrition environment and increased the consumption of fruits and vegetables in the school community. Their experience has been overwhelmingly positive and rewarding. The whole school community looks forward to continuing their mission for years to come!

### For More Information

To learn more, contact Robin Abodeely at Dr. Crisp Elementary School at [abodeelyr@nashua.edu](mailto:abodeelyr@nashua.edu).

## Spring 2007

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# Why Buy Locally Grown Fruits and Veggies?



- **They taste better and are better for you.** It can take a week (or more) for out-of-state produce to get to your grocery. During that time, sugars turn to starches, produce shrivels, and nutrients are lost. Fruits and veggies grown in New Hampshire are often picked a day or two earlier. They are crisp, sweet, and loaded with flavor and nutrients.
- **It preserves open space and a clean environment.** Farms provide the fields, pastures and meadows that separate residential and business development. They also provide the views of hills, valleys and mountains that give New Hampshire its special character. When you buy local produce, you help preserve your local environment for today and the future.
- **It keeps farms and communities strong.** Money spent by consumers at New Hampshire farms and by New Hampshire farmers at local businesses stays in New Hampshire. It's good business for everyone.
- **It preserves unique fruits and veggies.** When farmers grow fruits and veggies for local customers they choose the varieties based on flavor, color, and how well they grow in our climate. Many of the seeds they buy have been passed down from generation to generation. Some have been around for thousands of years. Someday, they may be the variety needed for farming in a changing climate.

## Where to Find Locally Grown Fruits and Veggies

NH has over 50 **farmers' markets** selling fresh fruits, veggies, herbs and much more! Some farms offer **farm stands** or **harvest-your-own** options. And, some **grocery stores** and **food coops** sell locally-grown produce. To learn more, try these publications at the NH Dept of Agriculture, Markets & Foods website <http://agriculture.nh.gov/publications/index.htm>

- NH Farmers' Market Directory
- NH Farm Stand Directory
- NH Harvest-Your-Own Guide

## More Recipes Online

Produce for Better Health Foundation  
[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)  
Centers for Disease Control and  
Prevention (CDC) Fruit and Vegetable  
Program

[www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)  
**NH Fruit and Vegetable Program**  
(formerly the NH 5 A Day for Better Health Program)  
[www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies](http://www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies)

## Very Veggie Salad

Serves 4 (4 cups veggies per person)  
Preparation Time: 15 minutes  
Recipe from [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)

- 4 cups raw spinach
- 4 cups romaine lettuce
- 2 cups red, yellow, orange bell pepper
- 2 cups grape or cherry tomatoes
- 1 cup broccoli
- 1 cup chopped cauliflower
- 1 cup sliced yellow squash
- 1 cup sliced zucchini
- 2 cups sliced cucumbers
- 2 cups chopped baby carrots

- Wash all the vegetables.
- Mix them together in a large bowl.
- Top with a nonfat or low-fat dressing of your choice

**Note: the dressing is not included in the nutrition analysis.**

**Nutrition Facts** Serving size: ¼ of the recipe. 100 calories; 10 calories from fat; 1 g fat; 0 g saturated fat; 0 mg cholesterol; 80 mg sodium; 22 g carbohydrate; 7 g dietary fiber; 10 g sugars; 6 g protein.

**Diabetic Exchanges** 4 vegetables.





## Celebrate National Fruits & Veggies—More Matters Month!

It's never too early to start planning a celebration! This September will be the first annual National Fruits & Veggies—More Matters™ Month. The NH Fruit and Vegetable Program (NHFVP), formerly the 5 A Day for Better Health Program, can help you create a celebration for your worksite, school or community. You can:

- Distribute the handout on page 2.
- Order free color brochures and fact sheets. (See order form on this page.)
- Contact the NHFVP this summer for copies of nationally developed materials for this event.
- Hold a taste test or cooking demo. For program recipes that are low in fat, saturated fat, trans fat, salt and added sugars, visit these sites:
  - **Centers for Disease Control and Prevention (CDC) Fruit and Vegetable Program**  
[www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
  - **Produce for Better Health Foundation**  
[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)
  - **NH Fruit and Vegetable Program**  
(formerly the NH 5 A Day Program)  
[www.dhhs.nh.gov/DHHS/NHP](http://www.dhhs.nh.gov/DHHS/NHP)
- Borrow our display for a health fair.
- For more ideas, download these documents at [www.dhhs.nh.gov/DHHS/NHP](http://www.dhhs.nh.gov/DHHS/NHP). If you do not have access to the Internet, contact the program for a hard copy. *All four documents will be updated this summer.*
  - Fruits and Veggies at the Worksite
  - Fruits and Veggies at the Preschool
  - Fruits and Veggies Across the Curriculum
  - Creative Ways to Add Fruits and Veggies to Your Wellness Events

## Order Form

For ready-to-copy fact sheets, visit us online at [www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies](http://www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies)

### Bulk Color Publications for NH programs only (single copies for others)

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- \_\_\_\_\_ **Get more...because more matters** (accordion brochure)
- \_\_\_\_\_ **"More Peas, Please!"** (fact sheet for parents of young children)
- \_\_\_\_\_ **Three Simple Steps to Eating More Fruits and Vegetables** (easy-to-read fact sheet)

### NEW Color Publications – Single copies only

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- Choose Smart – Choose Healthy** (8-page brochure for women of African descent)
- Why Do Fruits and Vegetables Matter to Men?** (8-page brochure for men of African descent)

**Fax (271-4160) or mail this form to:**  
Fruit and Vegetable Program, 29 Hazen Dr, Concord, NH 03301

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Address .....

Town, State, Zip.....

Phone .....

★ Email address.....

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**National Fruit and Vegetable Partnership**

- American Cancer Society
- American Diabetes Association
- American Heart Association
- California Department of Health Services
- Centers for Disease Control and Prevention
- Culinary Institute of America
- National Alliance for Nutrition and Activity
- National Cancer Institute
- National Council of Fruit and Vegetable Nutrition Coordinators
- Produce for Better Health Foundation
- Produce Marketing Association
- United Fresh Fruit and Vegetable Association
- US Department of Agriculture

**8269**  
**NH Department of Health and Human Services**  
**Division of Public Health Services**  
**Nutrition and Health Promotion**  
**Fruit and Vegetable Program**  
**29 Hazen Drive**  
**Concord, NH 03301-6504**



## Grilled Corn on the Cob

**Serves 4 (½ cup veggies per person)**      **Recipe from [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)**  
**Preparation Time: 1 hour, 10 minutes**

4 ears fresh corn with silks and husks  
1 fresh lime or lemon, cut into wedges  
Salt, pepper, chili powder to taste (optional)

- Leave on husks and silks – and soak corn for 30 minutes in enough water to cover.
- Remove corn from water and pull the husks away from the top of the cobs to drain any excess water. Pull husks back over the cobs.
- Place corn on grill over hot coals and close lid of grill. Cook 25–30 minutes, turning frequently, until corn is tender. Remove corn from grill.
- If husks are too hot to handle, let them cool before removing husks.
- Squeeze fresh lemon juice over corn. Sprinkle with salt, pepper, or chili powder.



**Nutrition Facts – for both recipes** Serving size: 1 ear of corn. 130 calories; 15 calories from fat; 2 g fat; 0 g saturated fat; 0 mg cholesterol; 95 mg sodium; 29 g carbohydrate; 4 g dietary fiber; 5 g sugars; 5 g protein.

**Diabetic Exchanges** 2 carb.

### Quick Tip!

If fresh fruits and veggies always spoil before you can use them up, buy only enough fresh produce to use in 3 or 4 days. Keep frozen, dried and canned fruits and veggies on hand.

## Quick and Easy Fresh Corn from the Microwave

**Serves 1 (½ cup veggies per person)**      **Recipe from [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)**  
**Preparation Time: 5 minutes**

1 ear fresh corn with silk and husk

- Pull down husks but leave them attached at ends of corn. Remove corn silk. Rinse.
- Pull husks back up to cover corn tightly. If the corn is already husked, wrap the ear in a paper towel.
- Microwave the ear for 3 minutes on high power.
- Pierce a kernel with fork to test if it's done. Re-secure husks and turn ear over if more cooking time is needed.
- ▶ To cook more than one ear at a time, increase the cooking time. For example, for two ears of corn, double the time.

## Now Available in Spanish -- “More Peas, Please!”

For a copy, visit us online at [www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies](http://www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies) → Ready-to-Copy Educational Materials

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# NH Fruit & Veggie News

*Promoting fruits and vegetables for better health in New Hampshire*



*The new brand, Fruits & Veggies—More Matters™, is based on extensive research focused on understanding how to motivate consumers to eat more fruits and vegetables. . . . Instead of the more intellectual, information-based 5 A Day, the new brand offers more of an emotional connection.*

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## The New 5 A Day!

The NH Fruit and Vegetable Program (formerly the NH 5 A Day for Better Health Program) joins the [Produce for Better Health Foundation](#) and the [Centers for Disease Control and Prevention \(CDC\)](#) in launching a new logo, messaging, and recipes. Beginning in March, look for the new name Fruits & Veggies—More Matters™.

### Why the Change?

Eating a low-fat diet rich in fruits and vegetables helps reduce the risk of chronic diseases such as stroke, type 2 diabetes, and certain cancers – and can also help maintain a healthy weight. While the 5 A Day for Better Health Program has raised consumer awareness of the importance of eating five or more daily servings of fruits and veggies from eight percent to over 50 percent . . .

- Over 90 percent of adults do not eat the recommended 2½ to 6½ daily cups of fruits and veggies.<sup>2</sup>
- And, 96 percent of children 2 to 12 years old fall short of the recommended 2 to 5 daily cups.<sup>1</sup>

### Research Based

The new brand, Fruits & Veggies—More Matters, is based on extensive research focused on understanding how to motivate consumers to eat more fruits and vegetables. Over the past 18 months, the National 5 A Day Partnership (see partner list on page 4) worked with product-branding experts to develop messaging that's meaningful and useful to consumers. For details, see page 3.

### Emotional Connection

Instead of the more intellectual, information-based 5 A Day, the new brand offers more of an emotional connection. Fruits & Veggies—More Matters was designed to tap into consumers' sense of responsibility to help

their families be their best. It is meant to provide more ideas, tips and solutions, in addition to information. Fruits & Veggies—More Matters focuses on small achievable steps, helping consumers to eat more fruits and veggies over time.

### Five Simple Messages

1. Fruits and veggies provide the unrivaled combination of great taste, nutrition, and abundant variety.
2. Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases.
3. All product forms count: fresh, frozen, canned, dried, and 100% juice.
4. Eating a colorful variety of fruits and veggies provides a wide range of valuable nutrients like fiber, vitamins, and potassium.
5. Every step taken toward eating more fruits and veggies and getting more physical activity helps families be at their best.



### National Website and Contest

To help consumers, Produce for Better Health has launched a new website, [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org) with recipes; menu ideas; cooking, shopping and storage tips; a message board for moms; fun activities for kids and more. Visit the site and learn about their national contest. A winner will be chosen from every state.



# T.A.S.T.E.

Using the acronym T.A.S.T.E., these tips will help you creatively include fruits and vegetables in every meal and snack at home, school, work and play.

## Try something new at every eating occasion!

It's fun to try new things! Pick out a new fruit and veggie at the store.

## All forms of fruits and veggies count!

Fresh, frozen, canned, dried, and 100% juice all matter.

## Snack smart!

Fruits and veggies make tasty, healthy snacks. What is your favorite?

## Take charge!

Choose fruits and veggies! Ask for them at meals and snacks.

## Explore the bountiful variety!

There are more than 350 varieties of fruits and veggies.

## Roasted Radishes and Root Vegetables

Roasted veggies are tasty – and very easy to prepare! Better yet, tonight's leftover roasted veggies can be part of tomorrow's lunch – just add them to a salad, soup or sandwich. The high oven temperature creates the great roasted flavors.

**Serves 4 (2 cups of veggies per person)**

**Recipe from [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)**

3 medium sweet potatoes, peeled and cut into 2-inch chunks (about 3 cups)  
4 medium parsnips, peeled and cut into 2-inch chunks (about 2 cups)  
2 medium red onions, peeled and quartered  
1 whole head of garlic, cut in half

12 ounces radishes, scrubbed  
2½ tablespoons olive oil  
¼ teaspoon salt  
½ teaspoon black pepper  
1 tablespoon fresh or 1 teaspoon dried thyme



- Preheat oven to 450 degrees.
- In a large bowl, mix the potatoes, parsnips, onions, radishes and garlic. Toss with olive oil, salt and pepper. Arrange vegetables in a single layer in a 15 1/2" x 10 1/2" roasting pan.
- Be sure the oven is fully heated before placing the pan in the oven. Bake until vegetables are fork tender and golden (about 45 minutes), stirring occasionally.
- Arrange vegetables on a serving platter. Squeeze the garlic cloves out of their skins. Sprinkle with thyme. Garnish with thyme sprigs.

**Nutrition Facts** Serving size: 2 cups. 260 calories; 80 calories from fat; 9 g fat; 2 g saturated fat; 0 mg cholesterol; 242 mg sodium; 43 g carbohydrate; 9 g dietary fiber; 11 g sugars; 4 g protein.

**Diabetic Exchanges** 1 vegetable; 2 fat; 2 carb.

## More Recipes and Tips Online

Produce for Better Health Foundation

[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)

Centers for Disease Control and Prevention (CDC) Fruit and Vegetable Program

[www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)

NH Fruit and Vegetable Program (formerly the NH 5 A Day for Better Health Program)

[www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies](http://www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies)

## Consumer Survey

In a recent Produce for Better Health online survey of moms ages 24-41,

- 88 percent agreed that just knowing that a diet rich in fruits and veggies promotes their families' overall health and may prevent disease encourages them to serve more fruits and veggies.
- 87 percent found the fact that more fruits and veggies can help prevent obesity as motivational.

## Tools for Success

The respondents emphasized their need for practical, easy-to-use information and resources. Their top 10 list –

- #1 Fast, simple recipes and serving suggestions
- #2 Tips on how different forms of fruits and veggies can fit into mealtimes
- #3 Ideas on including fruits and veggies on a tight budget
- #4 Access to pre-cut fruits and veggies
- #5 Tips from other moms on how to introduce more at meal times
- #6 Advice from experts
- #7 Preparation tips (cutting/slicing correctly)
- #8 A better understanding of the wide variety available
- #9 Information on health benefits of fruits and vegetables
- #10 Reminders to eat more fruits and veggies



## Tips from Consumers

In the same survey, some tips suggested by consumers to get their families to eat more fruits and vegetables included:

- Introduce new fruits and veggies into children's diets when they are young
- Prepare them in advance so they are handy to grab as a snack
- Be a role model and eat them yourself
- Add them to other food dishes that kids love
- Limit unhealthy snacks in the household
- Try something different – a new fruit or veggie, a recipe, or strategy
- Allow children to choose the kinds of fruits and vegetables they eat

## Order Form

For ready-to-copy fact sheets, visit us online at [www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies](http://www.dhhs.nh.gov/DHHS/NHP/fruitsandveggies)

### Bulk Color Publications For NH programs only

- \_\_\_\_\_ **5 A Day the Color Way:** Your Guide to the Health Benefits of Colorful Fruits & Vegetables (accordion brochure)
- \_\_\_\_\_ [Get more...because more matters](#) (accordion brochure)
- \_\_\_\_\_ ["More Peas, Please!"](#) (fact sheet for parents of young children)
- \_\_\_\_\_ [Three Simple Steps to Eating More Fruits and Vegetables](#) (easy-to-read fact sheet)

### NEW Color Publications – Single copies only

- [PBH 2007 Nutrition Education Catalog](#) (34-pages)
- [How Many Fruits and Vegetables Do You Need?](#) (12-pages)
- [¿Cuántas frutas y verduras necesitas tú?](#) (12-pages, Spanish)
- [Como más frutas y verduras en tres simples pasos](#) (easy-to-read Spanish fact sheet)
- [Choose Smart – Choose Healthy](#) (8-page brochure for African American women)
- [Why Do Fruits and Vegetables Matter to Men?](#) (8-page brochure for African American men)

**Fax (271-4160) or mail this form to:**  
Fruit and Vegetable Program, 29 Hazen Dr, Concord, NH 03301

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#### National Fruit and Vegetable Partnership

- American Cancer Society
- American Diabetes Association
- American Heart Association
- California Department of Health Services
- Centers for Disease Control and Prevention
- Culinary Institute of America
- National Alliance for Nutrition and Activity
- National Cancer Institute
- National Council of Fruit and Vegetable Nutrition Coordinators
- Produce for Better Health Foundation
- Produce Marketing Association
- United Fresh Fruit and Vegetable Association
- US Department of Agriculture

8269  
NH Department of Health and Human Services  
Division of Public Health Services  
Nutrition and Health Promotion  
Fruit and Vegetable Program  
29 Hazen Drive  
Concord, NH 03301-6504



## Fresh Mushroom Soup

Serves 4 (1 cup fruit/veggie per person)

Preparation Time: 30 minutes

- 1½ pounds fresh mushrooms
- 8 scallions
- ½ teaspoons thyme
- ¼ teaspoon black pepper
- 1 tablespoon Dijon mustard
- ½ cup red wine
- 1 quart fat-free no-added-salt chicken broth
- 1 cup plain nonfat yogurt

Recipe from [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)



- Chop mushrooms and scallions into bite-sized pieces.
- Place in non-stick Dutch oven and cook with red wine until tender.
- Add thyme, pepper, mustard, and chicken broth.
- Bring to a boil and simmer for 15 minutes.
- Add yogurt, stirring to blend, and serve.

**Nutrition Facts** Serving size: 1 cup. 110 calories; 5 calories from fat; 1 g fat; 0 g saturated fat; 0 mg cholesterol; 160 mg sodium; 14 g carbohydrate; 4 g dietary fiber; 7 g sugars; 11 g protein.

**Diabetic Exchanges** 2 vegetable; 1 meat.

## New Low-Cost Resources for Educators

### Gardens for Learning: Creating and Sustaining Your School Garden

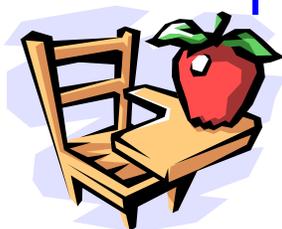
by California School Garden Network

Gardening has the potential to improve academic performance, increase ecological literacy, and improve dietary habits of children. This comprehensive instructional resource is for teachers, parents, schools, and summer programs interested in garden-based learning. It was assembled by an experienced team of garden educators, nutritionists, officials and other garden experts. [Download a free copy at www.csgn.org](http://www.csgn.org)

### Treasure Hunt with the Munch Crunch Bunch

by Jan Wolterman, Melinda Hemmelgarn, M.S., R.D. and J.W. Wolterman

This whimsical story/activity book contains a story in the middle surrounded by oodles of "foodles" (food riddle card activities). Also included is the action-packed Munch Crunch Bunch board game (attached to back cover) for even more learning fun. [Available from the Produce for Better Health Foundation](#) Price: \$13.95



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